

BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA

DOCKET NO. 1993-134-C - ORDER NO. 2007-16

JANUARY 10, 2007

IN RE:	Application of AmeriVision	)	ORDER APPROVING
	Communications, Inc. for a Certificate of	)	NAME MODIFICATION
	Public Convenience and Necessity to Operate	)	AND AMENDING
	as a Reseller of Telecommunication Services	)	CERTIFICATE
	within the State of South Carolina.	)	

This matter comes before the Public Service Commission of South Carolina (the Commission) on the revised request<sup>1</sup> of AmeriVision Communications, Inc. (AmeriVision or the Company) for approval of a modification of the Company's name by which it will be doing business in South Carolina. AmeriVision proposes to adopt Affinity 4 as a new "doing business as" (d/b/a) or trade name with regard to offering telecommunications services in South Carolina. A review of the docket file reveals that AmeriVision was granted authority to operate as a reseller of telecommunications services in South Carolina by Commission Order No. 93-996, dated November 1, 1993.

Upon receipt of AmeriVision's revised request, the Commission's Docketing Department instructed the Company to publish, one time, a Notice of Filing in newspapers of general circulation in the areas of the state affected by the request. The

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<sup>1</sup> AmeriVision's original request was filed October 6, 2006, wherein AmeriVision listed Lifeline Communications as a "doing business as" name of the Company. However, AmeriVision advises in its revised request that the inclusion of Lifeline Communications as a "doing business as" name of AmeriVision was an inadvertence and should not have been listed in the original request.

purpose of the Notice of Filing was to inform interested parties of the request of AmeriVision and of the manner and time in which to file the appropriate pleadings for participation in the proceeding. The Company complied with this instruction and provided the Commission with proof of publication of the Notice of Filing. No protests or Petitions to Intervene were received.

By letter from the Company's Consultant, Technologies Management, Inc., filed October 27, 2006, AmeriVision advises the Commission of the Company's desire to do business in South Carolina using a new d/b/a name of Affinity 4. AmeriVision adds that the Company will submit a revised tariff reflecting the d/b/a of Affinity 4 upon approval by the Commission.

At its regularly scheduled meeting on January 3, 2007, the Commission reviewed the case before it, and after due consideration, the Commission concluded that the request of AmeriVision for approval of an addition of a trade name to the Company's name should be granted.

The Commission's records will hereby be amended to reflect AmeriVision's adoption of the trade name of Affinity 4.

IT IS THEREFORE ORDERED THAT:

1. AmeriVision Communication, Inc.'s request for approval of the addition of the "doing business as" (d/b/a) or the trade name to the Company's name is approved, and AmeriVision Communication, Inc. is hereby authorized to utilize "Affinity 4" as a trade name for its telecommunications services in South Carolina.

2. This Order shall remain in full force and effect until further Order of the Commission.

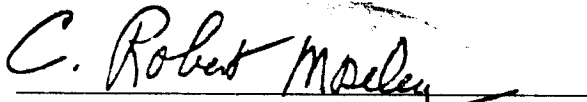
BY ORDER OF THE COMMISSION:



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G. O'Neal Hamilton, Chairman

ATTEST:

  
C. Robert Moseley, Vice Chairman

(SEAL)